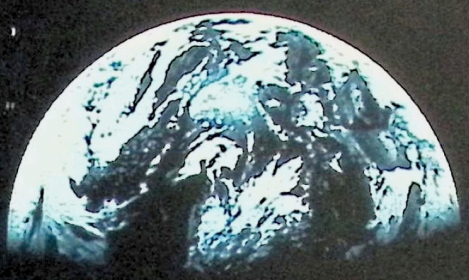
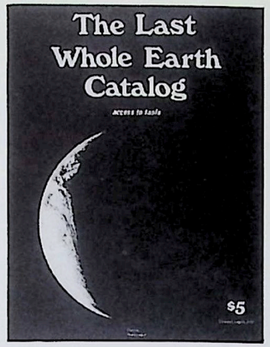
HISTORY



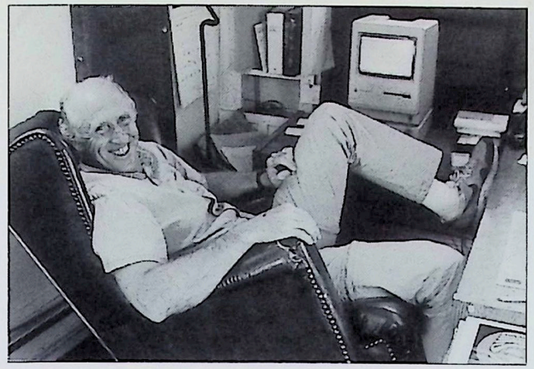
TWENTY years ago, the first photographs of the whole Earth changed our world. That powerful image of a small blue planet floating in the blackness of space brought with it a new way of thinking, characterized by a global perspective, a new ecological awareness, and the knowledge that technology was forever changing the way we saw ourselves.

IN 1968, a non-profit experiment began that for twenty years has consistently delivered on its promise of innovation and new perspectives. Starting as a self-published, newsprint catalog and evolving through time into a magazine and a computer-based telecommunication network, the work of POINT (the parent foundation) has helped to lead and inform the cultural changes of two decades.

In that time, Whole Earth publications have gained an impressive following, including scientists, artists, Nobel laureates, politicians and free-thinkers. They know that Whole Earth has consistently yielded inspiration, and revealed new ideas and cultural transformations, often long before other publications. Along the way, POINT Foundation has helped fund a variety of scientific and cultural innovations.



The Whole Earth Catalog *receives the National Book Award (1972) as "the most distinguished work of contemporary affairs."*



Whole Earth Catalog *founder Stewart Brand: "The problem was How to Generate a Low-Maintenance, High-Yield, Self-Sustaining, Critical Information Service."*

A quick overview of those years:

1968 - The first self-published *Whole Earth Catalog* is created by Stewart Brand, with an initial printing of 1,000 copies.

1969 - The *Catalog*, costing $1, is issued quarterly. By Fall over 60,000 copies are sold.

1970 - Brand and Whole Earth staff organize "Liferaft Earth," a hunger event dramatizing overpopulation. Noted photographer Robert Frank films the event.

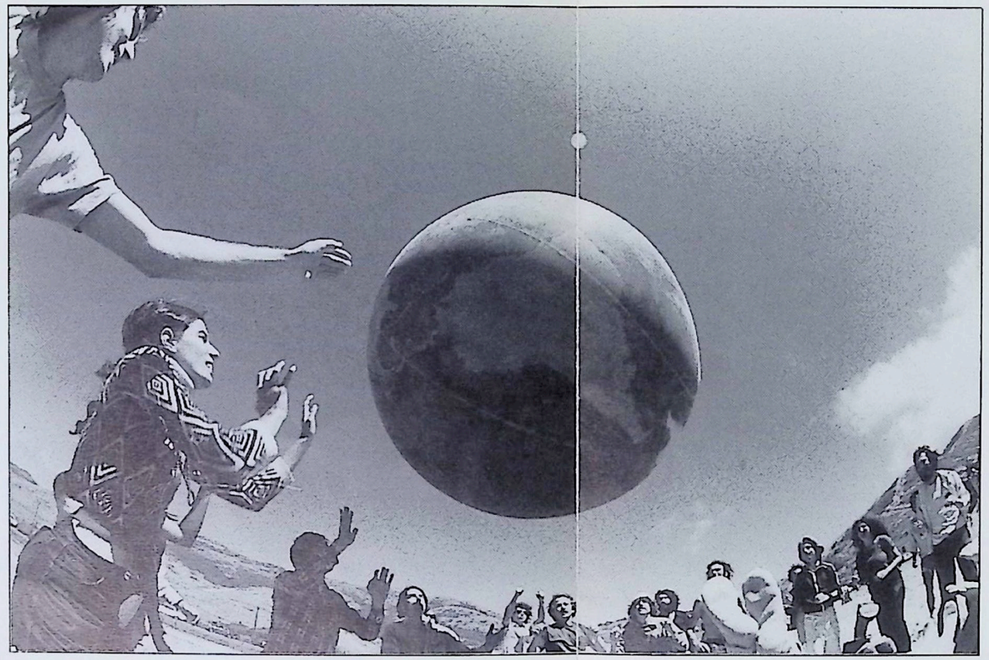
1971 - Deliberately contrary to the usual pattern of things, the *Last Whole Earth Catalog* self-terminates at the peak of its success. POINT is established to disperse the remaining profits of the *Catalog*.

1972 - The *Last Whole Earth Catalog* wins the National Book Award and continues to sell 5,000 copies a week. POINT funds the Jonah Project (the first whale-saving program), New Alchemy Institute (a showcase for appropriate technology), the Trust for Public Lands, and other projects.

1973 - Brand and POINT organize the New Games Tournament, a festival of inventive, cooperative play that draws 4,000 people and inspires an ongoing tradition of unconventional games. No other publication has risen to fill the niche of the deceased *Whole Earth Catalog*, so POINT resumes publication with the *Updated Last Whole Earth Catalog*.

1974 - Premier of *CoEvolution Quarterly*, a journal which prints long technical pieces of unorthodox news and pithy tool reviews. It serves as the ongoing update to the *Catalogs*. Unlike most magazines, it's written by readers and runs without advertising. The third issue of *CQ* is guest-edited by the Black Panthers. POINT publishes the next version of the *Catalog*, the *Whole Earth Epilog*.

1975 - Issue #6 of *CoEvolution Quarterly* is the first non-specialist publication to introduce the radical Gaia hypothesis by Lovelock and Margulis, before it becomes widely publicized. That issue of *CQ* also begins coverage of personal computers, the first general magazine to present them as such — personal tools.



Participants in The Whole Earth Jamboree (1978), our tenth anniversary party, take time out for a round of Earth Ball, the most popular of the cooperative New Games invented by POINT. The goal: working together to keep the ball in the air.

1976 - POINT hosts an invitational meeting to "formally dissolve the Mind-Body Dualism." Participants include cyberneticists, computer language designers, geneticists, inventors, and ecologists. Working with pioneer bioregionalists, POINT commissions the first World Biogeographical Provinces map. This full-color map is the first to show the world's biological regions as a whole.

1977 - POINT produces two books: *Space Colonies*, a serious consideration (and critique) of living in space, and *Soft Tech*, a primer of appropriate technology and technical right-livelihood.

1978 - The Whole Earth Jamboree. Ostensibly a gathering of 4,000 people to celebrate ten years of *Catalogs* and *CQs*, in actuality it is two afternoons of 5-minute speeches outlining agendas for the future. POINT publishes "One Million Galaxies," a poster showing for the first time the large-scale texture of the universe.

1979 - A year of solid journalism. Coverage of the toxic effects of widely used chemicals years before the subject became a widespread concern. A special issue on the ocean prompts new understandings of our "water world."

200 hackers — dedicated, innovative, irreverent computer programmers —gather together at the first annual Hackers' Conference (1985) to discuss the future of their art and their ethic.

1980 - Production of the behemoth (608 pages, 5 pounds, 2,700 items) *Next Whole Earth Catalog*. As a communication device it is said to have "pushed paper technology to its limit."

1981 - Against the profit inclinations of our New York distributor, but as a service to readers, an updated second edition of the *Next Whole Earth Catalog* goes to press before the ink is dry on the first edition. This one has even more items (3,907), and is completely redesigned.

1982 - With the support of POINT, Brand launches "Uncommon Courtesy: School of Compassionate Skills," which offers courses teaching practical but rarely taught know-how, such as "Home Care Training," "Creative Philanthropy," "Business as Service," and "Street Saint Skills."

1983 - Two back-to-back issues of *CQ* explore the politics of religion and shake up the close-knit world of contemporary non-Judeo-Christian spirituality.

1984 - In the *Whole Earth Software Catalog 1.0*, POINT publishes consumer recommendations of software and computers for the general audience. The periodical *Whole Earth Software Review* is launched, and after three issues, collapses. The dying *WESR* is merged with *CoEvolution Quarterly* to become *Whole Earth Review*.

1985 - POINT convenes the "Hackers' Conference," the first annual gathering of the inventors and visionaries of personal computing. POINT begins the Whole Earth 'Lectronic Link (the WELL), a regional computer teleconferencing system. The *Whole Earth Software Catalog* is updated to version 2.0. A special section of *Whole Earth Review* provides a serious look beyond the stereotypes of Islam.

1986 - Eighteen years of accumulated expertise is retested and distilled into the *Essential Whole Earth Catalog*.

1987 - With preliminary support from Apple Computer, Inc., work begins on the electronic form of a Whole Earth Catalog database, one that includes sounds and in which the full text can be searched electronically.

1988 - The WELL exceeds 2,000 paying users, among them artists, scientists, writers and futurists, as well as computer professionals, and now serves as a model for similar community systems. POINT produces two books using desktop-publishing techniques: *Signal: Communication Tools for the Information Age*, and *The Fringes of Reason: A Field Guide to New Age Frontiers, Unusual Beliefs and Eccentric Sciences*.

A Few Of The People Who Made It Happen

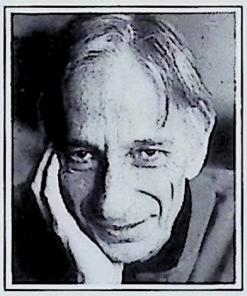
Edward Abbey
Jan Adkins
Robert Aitken
Bruce Ames
Antler
Peter Aschwanden
Steve Baer
Richard Baker
Will Baker
J. Baldwin
J.G. Ballard
Ramón Sender Barayón
Gregory Bateson
Mary Catherine Bateson
Alicia Bay Laurel
John Bear
Peter Behr

Wendell Berry

Sheila Benson
Peter Berg
Morris Berman
Peter Blue Cloud
Robert Bly
Philip Bolger
Murray Bookchin
Marlon Brando
David Brower
Richard Brautigan
John Brockman
Jerry Brown
Jan Brunvand
William Burroughs
Katy Butler
Pat Califia
John Callahan
Ernest Callenbach
Peter Calthorpe
William H. Calvin
Phil Catalfo
Judy Chicago
Christo
Ben Cohen
Norman Cousins
Jacques Cousteau
Peter Coyote
R. Crumb
Janet Dallett
Geeta Dardick
Ramón Dasmann
Jaime De Angulo
Joan Didion
Rory Donaldson
K. Eric Drexler
Nur ad-Din Durkee
Brad Edmondson
Paul Ehrlich
Anne Ehrlich
Brian Eno
James Fadiman
Mimi Fariña
Gerald Feinberg
Marilyn Ferguson
Tom Ferguson
Lawrence Ferlinghetti
Rick Fields
Fabrice Florin
Robert Frank
Buckminster Fuller
Robert Fuller
Stephen Gaskin
Allen Ginsberg
Alfred Glossbrenner
Robert Gnaizda
Larry Gonick
Andre Gregory
Susan Griffin

Dave Foreman

Matt Groening
Richard Grossinger
Garrett Hardin
Paul Hawken
Dan Hemenway
Hazel Henderson
Keith Henson
Anne Herbert
Matt Herron
Karl Hess
Danny W. Hillis
Shere Hite
John Holt
Robert Horvitz
Dave Hughes
Lewis Hyde
George Jackson
Wes Jackson
Alia Johnson
Huey Johnson
Steve Johnson
Ron Jones
Herman Kahn
Lloyd Kahn



Ivan Illich

Bear Kamoroff
John A. Keel
Sam Keen
Ken Kesey
Gene Keyes
B. Kliban
Jay Kinney
Art Kleiner
Daniel L. Knapp
Paul Krassner
Bernard L. Krause
Theodora Kroeber
Peter Laurie
Tim Leary
Ursula LeGuin
Luna Leopold
Penny Lernoux
Steven Levy
Gene Logsdon
Mark Long
Terry Lorant
James Lovelock
Bonnie Loyd
Judy Malloy
Tom Mandel
Jerry Mander
John Marks
Michael McClure
Marshall McLuhan
Margaret Mead
Donella Meadows
Lynn Meisch
J. Gordon Melton
Lorenzo Milam
Stephanie Mills
Marvin Minsky
Joni Mitchell
Bill Mollison
Jan Morris
Philip Morrison
Bryce & Margaret Muir
Lewis Mumford
Gary Nabhan
Ralph Nader
Lee Nading
Ted Nelson
Huey P. Newton
Scoop Nisker
Jim Nollan
Gurney Norman
Conn Nugent
Mark O'Brien
Gerard O'Neill
Dan O'Neill
Susan Oberst
Howard T. Odum
Paul Ollswang
Heinz R. Pagels
Tom Parker

Lynn Margulis

James Parsons
Fran Peavey
John Perlin
Candace Pert
Michael Phillips
Drummond Pike
George Putz
Ram Dass
Roy Rappaport
Salli Rasberry
Ishmael Reed
Howard Rheingold
Jeremy Rifkin
Robert Rodale
Witold Rybczynski
Sy Safransky
Carl Sagan
Dorion Sagan
Mark Satin
Carl Sauer
Roger Schank
Orville Schell
Andrew Schmookler
Ted Schultz
E.F. Schumacher
Peter Schwartz
Rusty Schweickart
Alexander Severukhin
Dave Smith
J.D. Smith
Gary Snyder
Paolo Soleri
Mark Sommer
Sparrow
Peter Spectre
Richard St. Barbe Baker
Rev. Ivan Stang
Starhawk
David Steindl-Rast
Bruce Sterling
Jon Stewart
Philip Stewart
Thomas Szasz
William Irwin Thompson
Sallie Tisdale
John & Nancy Todd
Kathleen Kennedy Townsend
Joe Troise
Yi-Fu Tuan
Eric Utne
Jacques Vallée
Sim Van Der Ryn
Francisco Varela
Michael Ventura
Nicholas Von Hoffman
James Watson
Lyall Watson
Wavy Gravy
Ken Weaver
Andrew Weil
Ann Weiser
Malcolm Wells
Heathcote Williams
Langdon Winner

Anne Waldman

Terry Winograd
Paul Winter
Kelly Yeaton
Gene Youngblood